

# COVECTRA

Multi-Layered Brand Protection

**FOR IMMEDIATE RELEASE**

## **COMPANY OFFERS NEW LOW COST UNIT LEVEL SERIALIZATION SOLUTION TO ASSIST WITH EU AND US REGULATORY REQUIREMENTS**

**WESTBOROUGH, MA – JANUARY 26, 2016** – [COVECTRA](#)<sup>®</sup>, a privately held, international serialization, authentication, and track and trace technology services provider with offices in US and in Ireland, this week launches its new entry level serialization system, [AT Prime](#). They will showcase the solution at this year's [Pharma Pack Europe](#) in Paris at the Paris Expo Porte de Versailles, February 10 – 11, 2016.

With built in flexibility, providing aggregation to the case and pallet level, AT Prime offers an affordable out-of-box solution for pharmaceutical, medical device, food & beverage and consumer goods industries in need of timely solutions for evolving regulatory requirements both in Europe and the US. The system, which enables compliance with [EU FMD](#) serialization requirements, includes access to Covectra's cloud-based [AuthentiTrack](#) for downloading directly to a server to provide serialized data to the packaging line, and to a printer for the primary package. The AT Prime solution also includes an interface to AT Cloud, a [GS1](#) certified EPCIS database, which can be used to support supply chain, 3<sup>rd</sup> party connectivity and regulatory compliance.

“Increasing international regulations such as [UDI](#) (Unique Device Identification), FSMA (Food Safety & Modernization Act), [DSCSA](#) (Drug Supply Chain Security Act) are impacting the way companies do business today,” stated Covectra President, Steve Wood. “Many manufacturers are struggling to meet compliance in a timely fashion to avoid fines, and disruptions to their supply chain network. AT Prime was developed to adapt to evolving serialization compliance roll-outs, offering a practical, low cost solution, which increases visibility and control and can be deployed quickly and efficiently to serialize the units of trade to enable track and trace and deter counterfeiting,” he added.

Covectra's proprietary brand technology was designed to assist companies in the pharmaceutical space, as well as other industries such as food & beverage, electronics, and luxury goods, combat counterfeiting, diversion and inefficiencies inherent in complex global supply chains, while meeting regulatory requirements. The AT Prime solution, which is based on open industry standards, supports a wide range of popular industrial printers and vision solutions.

If you would like to like to schedule an interview with a Covectra executive or a demonstration of Covectra's new packaging line solution during the Pharma Pack show please contact Maureen at [mperroni@comcast.net](mailto:mperroni@comcast.net) . If you'd like to find out more about Covectra's solutions, and speak with someone about how Covectra can help your business, contact Covectra at [info@covectra.com](mailto:info@covectra.com).

**About COVECTRA**

Headquartered in Westborough, Massachusetts, COVECTRA offers multi-layered brand integrity and protection solutions, including its serialization-based *AuthentiTrack* technology, which includes serial number generation, event repository and event repository management; packaging line serialization, and front-end software applications such as *ControlTrack* to utilize serial numbers for a variety of business benefits, including counterfeit detection, adherence, and returns verification. Covectra continues to innovate in their space, developing a series of brand protection products for absolute counterfeit detection.

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